



Adnana Popa

Contact

+40728-076-112



adnana@sagofinance.ro



linkedin.com/adnana-popa



Professional Profile

Effective communicator with proven ability to build long-term relationships by establishing a high level of confidence and trust.

Being an entrepreneur, business consultant and a former professional banker, I **can make projections and develop a clearly defined and focused business vision.**

My experience in projects covering various areas **enabled me to think in a creative way which gives me a competitive advantage by increasing efficiency and by generating fresh and practical solutions.**

Education

Certificate Financial Services
*Chartered Institute for Securities
& Investments, London, 2018*

Bachelor's degree Financial
and Banking
*Lucian Blaga University
Sibiu, 2003-2006*

Entrepreneurial Experience

SAGO Finance

Founder SAGO Finance / 2018 - present / Bucharest

SAGO mission is to change people's attitude towards finance and empower them to create more value, for them, their family, for the company they work for and for the Society they live in.

We build a positive corporate culture, identifying employees needs and tailoring financial wellbeing programs that goes beyond rising financial literacy. It changes money attitude and implements healthier employee financial management behaviors. Additionally, we offer unbiased advice on benefit plan optimization and organize Personal Finance Days in companies with one to one session.

We also work with small and medium companies to help them grow and empower themselves through financial management skills.

Banking Professional Experience

Raiffeisen Bank Romania

Bank Branch Manager / 2017 - 2014 / Bucharest

Raiffeisen Bank is a top Romanian bank, offering its clients a complete range of banking products and services.

• **Target Focused.** For each of 3 allocated branches (Romana Square, Sebastian & Sibiu), we have increased between 50 and 100% the client portfolio inside allocated territory. Cross-leveraged this success to increase the presence and sales volumes of complimentary product lines.

- In Sebastian Branch we have enlarged our customer base from 9k to 13k in one year (2007-2008).
- In only 1 year, 2011-2012, we successfully increased in Romana Square Branch new deposits of business accounts from 10 to 50 mil EURO.

Key Skills

Exceeding Targets

Entrepreneurial Approach

Business Development

Leadership

Management Performance

Trainings

Investment Consultant

*Romanian Financial Supervisory
Authority
Bucharest, 2017*

“Infinity” Management and Leadership

Bucharest, 2012

The Retail Banking Simulation

Atazar, Bucharest, 2010

First Time Manager

Ascendis, Bucharest, 2007

Train the Trainer for SFE Klaus Kubat

*CFP Raiffeisen International
Bucharest, 2007*

Language Skills

English & Romanian – Fluent
French & Italian– Basic

Interests

Sports, Nutrition, Fintech, Start-ups,
Business Developments, Behavioral
Economics, Personal Finance, Social
Entrepreneurship

Boosted the bank’s branch profit even in crises period (20% growth in Romana Square) (2010-2011).

- **Coaching, Training and Leading Teams.** Built strong teams, fostering both independence and a cohesive, productive team environment for up to 24 members.
- **Building and Leveraging Strategic Relationships.** Acting as an entrepreneur and seeing the bank branch as our small company, I have succeeded in building strong partnerships, being efficient and profitable.

Raiffeisen Bank Romania

Sales and Quality Consultant / 2006 - 2007 / Bucharest

- Implementing Sales Force Effectiveness Project in 15 branches in 8 cities.
- Delivering Sales & Customer Care training programs to other branches.

Raiffeisen Capital & Investment

Investment Consultant / 2004 – 2007 / Sibiu

- Investment consultancy | Portfolio management

Interests & Community Projects

HOSPICE Casa Speranței Romania

Board of Trustees / 2015 – present / Romania & UK

- HOSPICE Casa Sperantei has been pioneering hospice care in Romania since 1992 and has provided free-of-charge specialist palliative care to more than 20,000 patients.
- One of the main projects for 2018 is the opening of the first center for children and families affected by life-limiting illnesses in Romania.

Renasterea Foundation

Fundraising Manager / 2016 – 2017 / Bucharest

Founded in 2001, the foundation’s mission is to raise awareness on a healthy life style, and to focus on prevention and cure of breast cancer.

- Fundraising Manager | Sponsors & Donors Relation

Social Enterprise - Zaiafet Restaurant

Project manager / 2016 – 2017 / Bucharest

- Social entrepreneurial business start-up based on an innovative concept: getting to know the culture of the Roma minority through its gastronomic heritage. Hiring & training 10 roma people for new jobs in HORECA industry.